

ORIGINAL 02-235

From: Ara, Fernando
To: Mike Powell
Date: Fri, May 30, 2003 4:28 PM
Subject: Letter in support of the Univision-Hispanic Broadcasting Corporation merger proceedings

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May 30, 2003

Chairman Michael K. Powell
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

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Federal Communications Commission
Office of the Secretary

Re: Univision-Hispanic Broadcasting Merger

I am Fernando L. Ara, Site Manager for Hispanic Broadcasting Corporation Interactive Division and am writing to you as an HBC employee and citizen of the United States in support of the pending application of Univision-Hispanic Broadcasting merger proceedings.

Hispanic Broadcasting Corporation is a well-respected community-oriented Spanish broadcaster that provides a broad range of Spanish radio formats for a large and diverse constituency of Hispanic individuals and families. Our work around the community is an important part of the fabric and culture of our company. By attempting to expand our efforts to address not only the different nuances of our community of listeners but also to serve as an authentic voice for Hispanics and Hispanic Americans in the nation, we believe the proposed merger between Univision and Hispanic Broadcasting Corporation will effectively cross-fertilize our experience, skills and commitment to address critical issues, particularly among Latino households in our country. Our relationship with our audiences and advertisers across the country is one of fairness, respect and integrity.

In response to recent opposition from different camps I must say that as someone who profoundly believes in the fairness of FCC rules I find it inexorably unfair that English-language media has been so far given carte blanche when it comes to consolidating. Being this the case, why should Spanish-language media be different? The fact of the matter is that Spanish-language media really is in its infancy here in the U.S. and we should be able to draw some parallels to when the first TV stations/networks went on the air.

Moreover, I do not think anyone will argue that the Hispanic community in the U.S. is growing and Spanish-language media needs to expand to better serve this segment of the population. The question becomes: what is the best way to help Spanish-language media mature? One way might be to let a few companies beat a path and let the smaller companies follow in their trails. In the past, few people thought Fox was going to amount to much, yet they are regularly beating ABC these days. Without Fox, I do not think UPN or the WB would have been created as quickly as they were.

Los Angeles has had some relative successes when it comes to independent Spanish-language media groups challenging the so-called '800 pound gorillas'. KRCA, which is owned by the Liebermans, has developed a few programs that are challenging KMEX's line-up. The point I want to get across is that the challenges to Univision and Telemundo would and will be built independently in each market and, as those 'little' guys find success and save up the resources to do so, they will buy additional properties in other markets and duplicate their successes in those new markets. With a few minor success stories in each market expanding to a regional or national level, there could be more Spanish-language networks on the horizon.

Of course, there is no guarantee that this would happen and even if it did, most likely it would not happen quickly. Until national challengers could build the strength to battle the likes of Univision and Telemundo

(Azteca is a clear example), I am hopeful and confident that other challengers will arise to the occasion, which in turn will ultimately enhance the quality of Spanish language media for the benefit of our community.

Sincerely yours,

Fernando L. Ara
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